

2011 Media Information
广告资料及价目表

中国涂料工业杂志 CHINA COATINGS JOURNAL



®

**China
Coatings
Journal**



A Bilingual Coatings Journal
Linking China and the World
双语专业杂志 · 面向全球

5 issues per year 每年出版5期
9,000 - 12,000 copies per issue
每期印刷 9,000-12,000本

ISSN 1682-4636



A **CHINA COAT**® Publication

「中国国际涂料展」指定会刊及宣传刊物

Published by Sinostar Int'l Ltd 香港中贸推广国际有限公司出版

REACH THE WORLD'S LARGEST COATINGS COMMUNITY IN ONE EASY STEP 接触全球最大最具前景的市场



The total coatings output in China in 2009 have been estimated at 7 million tons. In spite of global economic downturn, the Chinese coatings industry has achieved remarkable success in technology innovation, marketing transformation, merger & acquisition and most importantly, expanding domestic demand.

As Prof. Long Lin said in CCJ's recent Editorial "Development of domestic market is vital for developing countries in order to ensure sustainability in years to come". Knowledge and communication are essential tools of modern-day business. The bilingual China Coatings Journal has been pro-actively involved in publishing both technical and market information.

CCJ has a regular circulation of 9,000 copies and a total of 12,000 copies are distributed to the visitors at the prestigious CHINACOAT exhibition, providing challenges and opportunities both for the Chinese and for global players seeking new market. CCJ's mission is to promote links between China and the rest of the World, which helps to grow your business and improve awareness of your brands across the key Chinese market.

2009年中国涂料的总产量已达700万吨。尽管全球经济仍然不太明朗，但中国的涂料行业在技术创新，市场转化、合并及收购，更重要的是扩大内需上均取得了显著的成果。

正如林珑教授在近期《中国涂料工业CCJ》杂志上发表的社论说：“对于发展中国家而言，要确保可持续发展，其国内市场的发展是十分重要的”。知识以及通讯是现代商业社会的基本工具，而中英文双语的《中国涂料工业CCJ》杂志正是积极发放技术与市场讯息的媒体。

《中国涂料工业CCJ》杂志每期均保持9,000册的发行量，并印制12,000本场刊，于「中国国际涂料展CHINACOAT」期间派发；为中国乃至全球的行内人士开拓新的市场机遇及提供更全面的资讯。《中国涂料工业CCJ》杂志是联系中国与全球的桥梁，为客户服务，提升客户在国内及海外重点市场的品牌形象，从而带动销售的增长。

CCJ 2009-2010 ADVERTISERS 广告客户



- | | | | |
|------------------------------|---------------------------------|--------------------------------------|-----------------------------|
| A&D 爱安德 | ECKART GmbH 爱卡 | KITO 金团 | Silberline 新博来 |
| Afcona Additives 埃夫科纳助剂 | Elcometer 英国易高仪器 | Kusumoto Chemicals 楠本化成 | Silok 斯洛柯 |
| Ashland Aqualon 亚什兰亚跨龙 | Elementis 海名斯 | Kyowa Hakko Chemical 协和发酵化学 | Sunny Chemicals 东阳化工 |
| Biuged 标格达 | Green Chemical 丰天化工 | Lubrizol Specialty Chemicals 路博润特种化工 | Sunway 三威 |
| BNK Chem 长辉 | Haidi 南通海迪 | Man Fong 泉州万丰 | Tian Zhi Jiao 天之娇 |
| Buhler 布勒 | Handsome 谦信 | Merck Chemicals 默克化工技术 | Umicore |
| BYK-Chemie GmbH 德国毕克化学 | Hanerchem 汉科 | MingKai 铭锴 | Volor 维诺 |
| Celanese 赛拉尼斯 | Hankuck Latices 罗特斯 | Rhodia 罗地亚 | Wacker Chemie 瓦克化学 |
| CMP 泽希矿产 | Hawking 浩金 | Shanghai Rightbase 上海惠正行化工 | World-Prospect 世展 |
| Cristal Global 美礼联化工 | Haur Ling 豪麟 | Shenzhen Zuxing Enterprise 族兴实业 | Worldwide Resin & Chem 环绮化工 |
| Croda Specialities | Heubach GmbH 德国凯佰 | Shi Jing Qi Yang 世京旗扬 | Worlee-Chemie GmbH 德信利化工 |
| Cytec 氟特 | Hexion 瀚森 | Sibelco 矽比科 | Wuxi XinGuang 无锡新光 |
| Dai Quan Chemical 玳权化工 | Hoffmann Mineral | | X-Rite 爱色丽 |
| DongJia 东佳 | Hongda Polyurethane Resin 宏达聚氨酯 | | YiLong Chemical 怡隆化工 |
| Evonik Degussa / Evonik Rohm | Hoslink 何氏联合 | | Zhong Xing 中信 |
| Dongliang 东莞铝业 | Huaxia Additives 华夏助剂 | | |
| Eagle Resin, Eagle Polymer | | | |

2011 EDITORIAL CALENDAR 2011年每期编辑内容



Issues 期号	Editorial Features 文章内容	Special Supplements 特别专辑	Ad Confirmation Deadlines 确认刊登广告截止日期	Material Deadlines 截稿日期	
				Editorials 文章截稿日期	Digital Files Ready for Printing 电脑档案
January 一月刊					
Durability & Protection 耐久性与保护	<ul style="list-style-type: none"> Architectural Coatings 建筑涂料 Wood Coatings & Stains 木器涂料及涂饰 Silicone & Fluorine in Coatings 有机硅及氟涂料 Adhesives & Sealants 粘合剂及密封胶 		15/12/2010	1/12/2010	24/12/2010
March 三月刊					
Green Technology 绿色技术	<ul style="list-style-type: none"> Low- & Zero- VOC Technology 低及零挥发性有机化合物技术 Super-green Additives 环保助剂 Waterborne & Compliant Coatings 水性及环保涂料 Sustainable Technology 可持续技术 		15/2/2011	1/2/2011	25/2/2011
May 五月刊					
RadTech Coatings & Inks 辐射固化涂料及油墨	<ul style="list-style-type: none"> UV & Light Induced Curing Technologies 紫外线及光诱固化技术 Photo-Initiators, Monomers, Oligomers & Pigments 光致引发剂、单体、低聚物及颜料 Induction, EB & NIR (Near Infrared) 电感、电子束及近红外线 Inks & Transfers 油墨及转印 		15/4/2011	1/4/2011	25/4/2011
July 七月刊					
Coatings for Transport Industry 运输工业涂料	<ul style="list-style-type: none"> Automotive OEM & Finishes 汽车涂料 Coatings for Aerospace 航空涂料 Powder Coatings in Railways 用于铁路中的粉末涂料 Coatings for Wind Turbines 风力机涂料 	Exhibition Preview Supplement for CHINACOAT2011, Shanghai 「第十六届中国国际涂料展」 展会前瞻	15/6/2011	1/6/2011	25/6/2011
September/November combined 九月及十一月联刊					
High-tech Coatings 高技术涂料	<ul style="list-style-type: none"> Nanotechnology 纳米技术 Functional Coatings 功能性涂料 Smart Additives 智能助剂 Optics & Colour Effect Coatings 光学及颜色效应涂料 	Exhibition Directory for CHINACOAT2011, Shanghai 「第十六届中国国际涂料展」 会刊	26/9/2011	1/9/2011	5/10/2011

Regular Columns 每期固定栏目

- Inside View - Interview with Industry Figures 人物专访
- Product Literature & Industry News 新产品介绍、公司及行业动态
- Trade Shows & Forums 全球涂料业展览会及会议信息
- China & Overseas Suppliers' Index 中国及海外供应商索引

Editorial feature is subject to change without prior notice 文章内容或有所更改，编辑部不会作另行通知
Contribution of articles or press releases are welcome. Free translation service will be provided 本刊欢迎外来文章或新闻稿件，翻译服务费用全免

HOW CHINA COATINGS JOURNAL (CCJ) DIFFERENTIATES ITSELF FROM OTHERS

为何选择《中国涂料工业》杂志



Extensive Distribution at CHINACOAT exhibition

Being the official publication, CCJ has the most privileged channels to distribute exclusively to visitors of CHINACOAT, which guarantee your messages to be conveyed to target buyers in an effective way. Exhibitors can ride on CCJ to capture buyer's attention and maximize onsite exposure while non-exhibitors can ensure your messages to reach our strong visitor database.



Rich Editorial Content

Not only getting the backup from ELEVEN professional world-leading coating experts based in Europe, USA and Asia as our editorial staff, CCJ also gained enormous support from international big players on conducting exclusive interviews, and obtaining latest market information to readers with specific focus.

Unique Bilingual Trade Publication

At present, CCJ is the ONLY bilingual publication being actively circulated in the China's coatings industry sector and enjoys impressive local and international readership; it targets to reader from managerial grade to R&D sector, who make purchasing decisions.

「中国国际涂料展」大会指定的宣传刊物

作为「中国国际涂料展」的指定宣传刊物和会刊,《中国涂料工业》在展会现场广泛派发给业内对口买家,为广告客户提供最有效接触涂料业界客户群的平台。

丰富的编辑内容

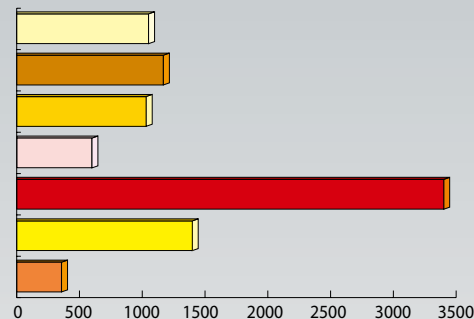
《中国涂料工业》杂志不仅拥有11位来自欧洲、美国和亚洲的世界领先涂料专家的顾问建议和指导,同时紧贴市场最新动向,获得专访业内供应商的机会,为读者提供国际涂料业内的最新资讯。

中英文双语刊物

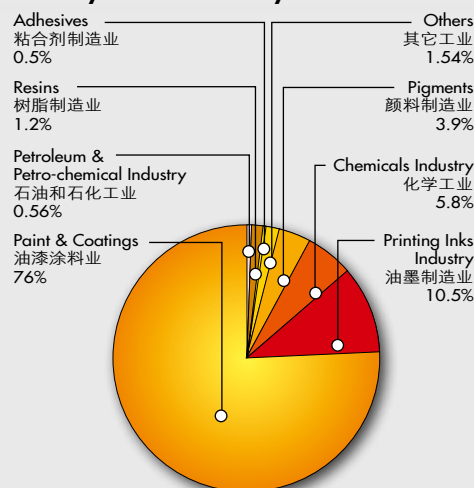
目前,《中国涂料工业》杂志是国内唯一以中英文双语出版的刊物,读者群遍布中国、香港及亚洲各国;针对阶层为企业管理层、厂长、采购或科研人员等决策单位,确保贵司的讯息直达对口买家。

READERSHIP ANALYSIS 读者分析

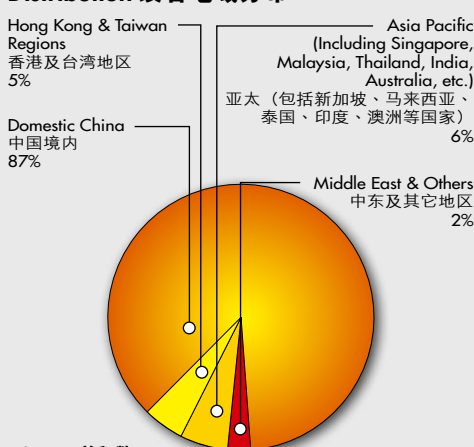
By Job Function 读者职能分析



Primary Business Activity 主要业务



Distribution 读者地域分布



Print-run 总印数

Regular issue 每期: 9,000 copies / 本
 Sept/Nov combined Directory issue 9/11月份展会会刊: 12,000 copies / 本

INTERNATIONAL EDITORIAL TEAM 全球性的编辑团队



Chairman 主席



Mr. Dip Dasgupta 先生
 DD Technology Forum,
 United Kingdom
 英国DD技术论坛

Editor 编辑



Prof. Long Lin 林斌教授
 Director, Digital Print Centre of Industrial Collaboration & The Department of Colour & Polymer Chemistry, The University of Leeds, United Kingdom
 英国利兹大学色彩及高分子化学系数码列印工业协作中心总监

Members 委员



Dr. Bruno Ameduri 博士
 Director of Research at CNRS (Centre National of Research Scientific), France
 法国国家科研中心主任研究员



Prof. Xuduo Bai 白续铎教授
 Professor of the School of Chemistry and Materials Science, Heilongjiang University, Harbin, P.R. China
 中国哈尔滨黑龙江大学化学化工与材料学院教授



Mr. Wernfried Heilen 先生
 Technical Marketing Director, Tego Chemie Service, Germany
 德国迪高化学服务公司技术服务总监



Mr. Ken Johns 先生
 Consultant to the PRA, U.K.
 英国涂料研究协会顾问



Dr. Vladimir B. Manerov 博士
 Deputy Technical Director, Lakokraska, Russia
 俄罗斯Lakokraska新技术及设备助理技术总监



Dr. Swaraj Paul 博士
 PP Polymer AB, Sweden
 瑞典PP Polymer AB 研发及发展公司



Prof. Limin Wu 武利民教授
 The Advanced Coatings Research Centre of Fudan University, P. R. China
 复旦大学国家教育部先进涂料工程研究中心



Dr. Dao Tsing Wu 吴道津博士
 Du Pont Fellow at the Marshall R&D Laboratory, USA (Retired)
 曾任职美国杜邦公司 E.I. Du Pont De Nemours & Co. 的 Marshall 研发实验室 (退休)



Prof. Li Wang 王立教授
 State Key Laboratory of Chemical Engineering, Department of Chemical and Biological Engineering, Zhejiang University, Hangzhou, P.R.China
 中国杭州浙江大学化学工程联合国家重点实验室

ADVERTISING RATES (US\$) 广告价目表 (美元)

Rates are net to advertisers and for advertising space only. Any other size or special formats ie. Belly band, gatefold and poster etc. are available on request.
 价目为净价, 只包括广告版位; 本杂志可提供其它特别形式的广告, 如: 海报、拉页、插页等。

Print Area (mm)/ 印刷面积 (毫米)	1 X (1期)	2 X (2期)	3 X (3期)	4 X (4期)	5 X (5期)
Full Page (全版) 210 x 286 185 x 260	B/W 单黑 US\$1,100 2 Color 2色 US\$1,200 4 Color 4色 US\$1,500	US\$1,045 US\$1,140 US\$1,385	US\$900 US\$990 US\$1,225	US\$850 US\$935 US\$1,160	US\$800 US\$880 US\$1,100
Junior Page (小全页) 105 x 143	B/W 单黑 US\$900 2 Color 2色 US\$1,000 4 Color 4色 US\$1,300	US\$855 US\$950 US\$1,235	US\$735 US\$820 US\$1,065	US\$690 US\$770 US\$1,000	US\$650 US\$725 US\$940
1/2 Page (半版) 185 x 122 90 x 260	B/W 单黑 US\$730 2 Color 2色 US\$890 4 Color 4色 US\$1,100	US\$695 US\$845 US\$1,000	US\$570 US\$710 US\$855	US\$540 US\$670 US\$810	US\$505 US\$630 US\$760
1/4 Page (1/4版) 185 x 60 90 x 120	B/W 单黑 US\$520 2 Color 2色 US\$570 4 Color 4色 US\$700	US\$495 US\$540 US\$615	US\$380 US\$420 US\$495	US\$360 US\$400 US\$470	US\$340 US\$375 US\$440
Bound-in inserts (插页)	US\$1,500 (2 pages, inserts supplied by advertiser 两版计, 广告商须提供足够印张)				

SUPPLIERS' INDEX 供应商索引

Full Page (全版)	B/W 单黑	US\$480	US\$450	US\$340	US\$320	US\$305
Classified Ad. in Suppliers' Index (50x70mm) 供应商分类广告 (50 x 70 毫米)	4 Color 4色	US\$100	US\$95	US\$90	US\$85	US\$80

* Rate per insertion 以上价目为每期刊登广告费用

* All dimension as (W) x (H) 所有尺寸均为阔X高

SURCHARGES 附加费用

- Front Cover 封面 + 60%
- Inside Front Cover 封面里 + 20%
- Inside Back Cover 封底里 + 15%
- Back Cover 封底 + 25%
- Page 1 第一页 + 15%
- Other Specified Position 其它指定版位 + 5%
- Each additional special color 每加一个专色 + US\$400
- Additional gold or silver color 加金或银专色 + US\$500
- Bleed size: no surcharge 出血位不需附加费

MECHANICAL DATA 广告材料

CCJ is produced by CTP (Computer-to-plate) offset printing, printing films (litho) from advertisers will NOT be accepted.

Trim Size: 210 x 286mm (upright)
Please add 3mm on each side for bleeding

A. READY TO PRINT FILE

- Adobe InDesign / PageMaker: PDF File
- Adobe Illustrator / Macromedia Freehand: EPS File
- For other software, contact the publisher for file compatibility

B. PRODUCTION FILES: Creation of a New Version from current layout

- Complete layout file in English as pdf (high or low resolution).
- High resolution 'Neutral file' (working file) with all English text removed, showing just illustrations, logos etc that will appear on the new layout.
- Translation/production cost will be quoted separately.

C. PRODUCTION FILES: New Layout

- Images: High resolution files (jpg / tiff) in 300 dpi at original scale. Photos or printed samples can also be accepted.
- Text: Microsoft Word file or Simple Text file (PC / MAC).
- Translation/Production cost will be quoted separately.

D. FTP

FTP Address together with Login/Password will be provided upon request.
Please supply a color proof for printing reference and send it to the publisher of the address below. If missing, standard CMYK colour density will be applied.
For file setting details, please click to www.chinacoat.net/ccj

《中国涂料工业》以「电脑直接制版」技术印刷, 我们不接受广告商提供「菲林(印刷胶片)」作为广告材料。

杂志版面尺寸: 210 x 286毫米, 所有尺寸均为阔x高(毫米)
如稿件需出血, 请每边加3毫米

A. 广告商自行提供设计稿

- PDF 档 (使用Adobe InDesign / PageMaker为制作软件)
- EPS 档 (使用Adobe Illustrator / Macromedia Freehand为制作软件)
- 如使用其它软件制作, 请与出版人查询档案的兼容性

B. 需制作稿件-由外文转成中文版

- 原装外文广告的整体广告版面 (PDF档、高或低解像度均可)
- 高解像度的「无字版」档案, 以便我司设计部把中文字置入。档案格式可用PDF / EPS 或 InDesign (CS2)
- 翻译、制作费用将另行报价

C. 需制作稿件-全新设计

- 图象: 高解像度的JPG (JPEG) / TIF (TIFF) 档案。最低解像度为300dpi (需为完稿后显示尺寸原大)。广告商亦可提供照片或印刷样本等
- 广告内所需文字可以电邮、WORD 或 TXT (纯文字档) 格式递交
- 翻译、制作费用将另行报价

D. FTP传送

如有需要, 我司可提供FTP位址供广告商上传档案
广告商必需提供色样(打稿)作参考用。所有色样(打稿)的颜色均只作参考用。如无法提供色稿, 将以标准CMYK油墨密度印刷。
详细档案设定请参阅 www.chinacoat.net/ccj

Official Import & Subscription Agent in China:
China International Book Trading Corporation Guangzhou Branch Email: gtgz@vip.163.com

中国进口及境内订阅代理:
中国国际图书贸易总公司广州分公司 电邮: gtgz@vip.163.com

A CHINA COAT® Publication
「中国国际涂料展」指定会刊及宣传刊物



For enquiry or booking, please contact: **SINOSTAR INT'L LTD.**

查询及刊登广告, 请联络: **中贸推广国际有限公司**

Hong Kong 香港	2101-2, 21/F., Jubilee Centre, 42-46 Gloucester Road, Wanchai, Hong Kong	香港湾仔告士打道42-46号捷利中心21楼2101-2
	Tel 电话: (852) 2865 0062	Fax 传真: (852) 2804 2256
		E-mail 电邮: info@sinostar-intl.com.hk
Shanghai 上海	Tel 电话: (86 21) 5877 7680 / 6150 4989	Fax 传真: (86 21) 5877 7685
		E-mail 电邮: shg@new-expostar.com
Shenzhen 深圳	Tel 电话: (86 755) 6138 8100	Fax 传真: (86 755) 6138 8113
		E-mail 电邮: exhibition@new-expostar.com